

Evaluation Criteria and Points	Weight (%)	Guidance for Assessment
<b>A. Scored by Review Panel (5 = high; 1 = low)</b>		
Need & Existing Transportation Challenges	35	To what extent does the proposed service area have a demonstrated need and audience for a dedicated TDM program? (e.g. congestion, mobility issues, planning precedent)
Applicant Readiness	30	What is the program's likelihood of success given the applicant's readiness, plan, timeline, budget, and partnerships?
Equity	15	How does the program consider and address underserved populations in the area, especially those underserved by traditional TDM practice?
Long-Term Sustainability	20	To what extent does the applicant demonstrate a plan and capacity for financial self-sustainability beyond the initial grant period?